

AMENDMENT ACCOMPANYING A REQUEST FOR CONTINUED EXAMINATION
Appl. No. 09/472,666
Amendment dated March 28, 2005
Reply to: Final Office Action of October 28, 2004
Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims (deleted text being struck through and added text being underlined):

1. through 18. (Canceled)

1 19. (Currently Amended) A removable moving media,
2 comprising:
3 a source content;
4 a removable content disposed within the source content for
5 providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place ~~and update the location of~~ the virtual
12 product ~~within~~ in the virtual product location of the removable
13 moving media through utilization of the removable content disposed
14 within the source content;
15 wherein the communication assembly allows the virtual
16 product source to update a position of the virtual product location
17 within the removable moving media.

20. through 21. (Canceled)

1 22. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is a video game.

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1 23. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is at least one of a streaming
3 video, a film, a video stream, and a video file format.

1 24. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is a digital source content.

1 25. (Previously Presented) The removable moving media of
2 claim 19, wherein the virtual product is placed within the removable
3 moving media through at least one of a paint, a montage, an
4 animation, and an instantiation process.

26. through 32. (Cancelled)

1 33. (Currently Amended) A system for placing virtual
2 products within a moving media, comprising:
3 an original moving media content source including a
4 removable content, the removable content providing a virtual
5 product location;
6 a network in communication with the original moving media
7 content source, the network providing a virtual product source; and
8 a virtual product disposed within the virtual product source,
9 the virtual product being a commercial item enabled for placement
10 in the virtual product location of the removable content ~~and update~~
11 in an updated position for the virtual product location of the
12 removable content,
13 wherein the virtual product is downloaded from the network,
14 and placed in the moving media, and a position of the virtual
15 product location is updated on the moving media ~~in the virtual~~
16 ~~product location~~.

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1 34. (Previously Presented) The system of claim 33, wherein
2 the network includes at least one of a website on a network and a
3 peripheral computing system.

1 35. (Previously Presented) The system of claim 33, wherein
2 the virtual product source updates the virtual product location on
3 the removable content within the original moving media content
4 source.

1 36. (Previously Presented) The system of claim 33, wherein
2 the original moving media content source is a video game.

1 37. (Previously Presented) The system of claim 33, wherein
2 the original moving media content source is at least one of a
3 streaming video, a film, a video stream, and a video file format.

1 38. (Previously Presented) The system of claim 33, wherein
2 the original moving media content source is a digital source content.

1 39. (Previously Presented) The system of claim 33, wherein
2 the virtual product is placed within the virtual product location
3 through at least one of a paint, a montage, an animation, and an
4 instantiation process.

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1 40. (Withdrawn) A method of selling the placement of
2 products in moving media content released over time, comprising:
3 dividing the time over which the content is released into a
4 plurality of time slots;
5 selling the placement of a product in the content by time slot;
6 and
7 placing the product into the content released in the time slot
8 for which the product placement was sold
9 updating the product in the content by downloading a new
10 product into the content from a network.

1 41. (Withdrawn) The method of claim 40, wherein the network
2 includes at least one of a website on a network and a peripheral
3 computing system.

1 42. (Withdrawn) The method of claim 40, wherein the original
2 moving media content source is a video game.

1 43. (Withdrawn) The method of claim 42, wherein the original
2 moving media content source is at least one of a streaming video, a
3 film, a video stream, and a video file format.

1 44. (Withdrawn) The method of claim 43, wherein the original
2 moving media content source is a digital source content.

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1 45. (Withdrawn) A method of selling the placement of
2 products in moving media content released in a plurality of
3 geographic areas, comprising:
4 producing different versions of the content for different
5 geographic areas;
6 selling the placement of a product in the content by
7 geographic area;
8 placing the product into the geographic version for which the
9 product placement was sold; and
10 updating the product in the different versions of the content
11 for different geographic areas by downloading a new product into
12 the content from a network.

1 46. (Withdrawn) The method of claim 45, wherein the network
2 includes at least one of a website on a network and a peripheral
3 computing system.

1 47. (Withdrawn) The method of claim 45, wherein the original
2 moving media content source is a video game.

1 48. (Withdrawn) The method of claim 47, wherein the original
2 moving media content source is at least one of a streaming video, a
3 film, a video stream, and a video file format.

1 49. (Withdrawn) The method of claim 48, wherein the original
2 moving media content source is a digital source content.

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1 50. (Withdrawn) A method of selling the placement of
2 products in moving media content distributed in a plurality of
3 channels, comprising:
4 producing different versions of the content for different
5 channels;
6 selling the placement of a product in the content by
7 distribution channel;
8 placing the product into the channel version for which the
9 product placement was sold; and
10 updating the product in different versions of the content for
11 different channels by downloading a new product into the content
12 from a network.

1 51. (Withdrawn) The method of claim 50, wherein the network
2 includes at least one of a website on a network and a peripheral
3 computing system.

1 52. (Withdrawn) The method of claim 50, wherein the original
2 moving media content source is a video game.

1 53. (Withdrawn) The method of claim 52, wherein the original
2 moving media content source is at least one of a streaming video, a
3 film, a video stream, and a video file format.

1 54. (Withdrawn) The method of claim 53, wherein the original
2 moving media content source is a digital source content.

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1 55. (Currently Amended) A digital source content disposed on
2 a streaming video, comprising:
3 a source content including a motion picture;
4 a removable content disposed within the source content for
5 providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place ~~and update the location of~~ the virtual
12 product ~~within~~ in the virtual product location of the removable
13 ~~moving media motion picture~~ through utilization of the removable
14 content disposed within the source content;
15 wherein the communication assembly allows the virtual
16 product source to update a position of the virtual product location
17 within the motion picture.

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1 56. (Currently Amended) A digital source content disposed on
2 a digital video disk (DVD), comprising:
3 a source content including a motion picture;
4 a removable content disposed within the source content for
5 providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place ~~and update the location of~~ the virtual
12 product ~~within~~ in the virtual product location of the removable
13 ~~moving media motion picture~~ through utilization of the removable
14 content disposed within the source content;
15 wherein the communication assembly allows the virtual
16 product source to update a position of the virtual product location
17 within the motion picture.

1 57. (Previously Presented) The removable moving media of
2 claim 19, wherein the virtual product is a commercial item
3 associated with a brand identity.

1 58. (Previously Presented) The removable moving media of
2 claim 57, wherein the commercial item comprises packaging
3 containing a consumable product.

1 59. (Previously Presented) The removable moving media of
2 claim 58, wherein the commercial item is a can of beer.

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1 60. (Previously Presented) The removable moving media of
2 claim 26, wherein the virtual product content is a commercial item
3 associated with a brand identity.

1 61. (Previously Presented) The removable moving media of
2 claim 60, wherein the commercial item comprises packaging
3 containing a consumable product.

1 62. (Previously Presented) The removable moving media of
2 claim 33, wherein the virtual product is a commercial item
3 associated with a brand identity.

1 63. (Previously Presented) The removable moving media of
2 claim 62, wherein the commercial item comprises packaging
3 containing a consumable product.

1 64. (Previously Presented) The digital source content of claim
2 55, wherein the virtual product is a commercial item associated with
3 a brand identity.

1 65. (Previously Presented) The digital source content of claim
2 64, wherein the commercial item comprises packaging containing a
3 consumable product.

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1 66. (Currently Amended) A removable moving media,
2 comprising:
3 a source content adhering to an MPEG-4 format;
4 a removable content disposed within the source content for
5 providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place ~~and update the location of~~ the virtual
12 product ~~within~~ in the virtual product location of the removable
13 moving media, via an instantiation of the virtual product, through
14 utilization of the removable content disposed within the source
15 content;
16 wherein the communication assembly allows the virtual
17 product source to update a position of the virtual product location
18 within the removable moving media.